

**ABSTRACT OF THE DISCLOSURE**

Advertising messages are provided to mobile terminals of those users identified by user information as meeting certain criteria, such as users fitting particular user profiles and/or users located in a particular desired location. The content of the advertising messages is dynamically generated based on the number of mobile terminals to whom the advertising message

5 is to be sent and the advertising message is sent to the identified mobile terminals over a mobile network or a short range communication signal. In the latter case, location information may be sent to the mobile terminal along with an advertising message. Where the content of an advertising message comprises an electronic coupon, the value of the coupon depends on the number of mobile terminals to whom the advertising message is to be sent. A mobile terminal

10 user can redeem an electronic coupon by transmitting it from his mobile terminal to a coupon redemption terminal.